# Bank Customer Churn Analysis

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# About Project

This project focuses on analyzing customer churn in a banking institution to understand the factors influencing customer retention and attrition. Using Excel, a dynamic dashboard was created to visualize key metrics such as churn rate, customer demographics, account activity, transaction behavior, and engagement levels. The analysis helps identify trends, predict potential churn, and develop strategies to enhance customer retention. The project aims to provide data-driven insights for improving customer satisfaction and reducing churn through targeted interventions.

# Pivot Tables

| Country | Total Customers Churn |
|---|---|
| France | 811 |
| Germany | 814 |
| Spain | 413 |
| **Grand Total** | **2038** |

| Gender | Total Churn |
|---|---|
| Female | 1139 |
| Male | 899 |
| **Grand Total** | **2038** |

| Complaint | Total Churn |
|---|---|
| 0 | 4 |
| 1 | 2034 |
| **Grand Total** | **2038** |

| Card Type | Total Churn |
|---|---|
| DIAMOND | 546 |
| GOLD | 482 |
| PLATINUM | 508 |
| SILVER | 502 |
| **Grand Total** | **2038** |

| Credit Score | Total Churn |
|---|---|
| 300-399 | 19 |
| 400-499 | 131 |
| 500-599 | 510 |
| 600-699 | 753 |
| 700-799 | 497 |
| 800-899 | 128 |
| **Grand Total** | **2038** |

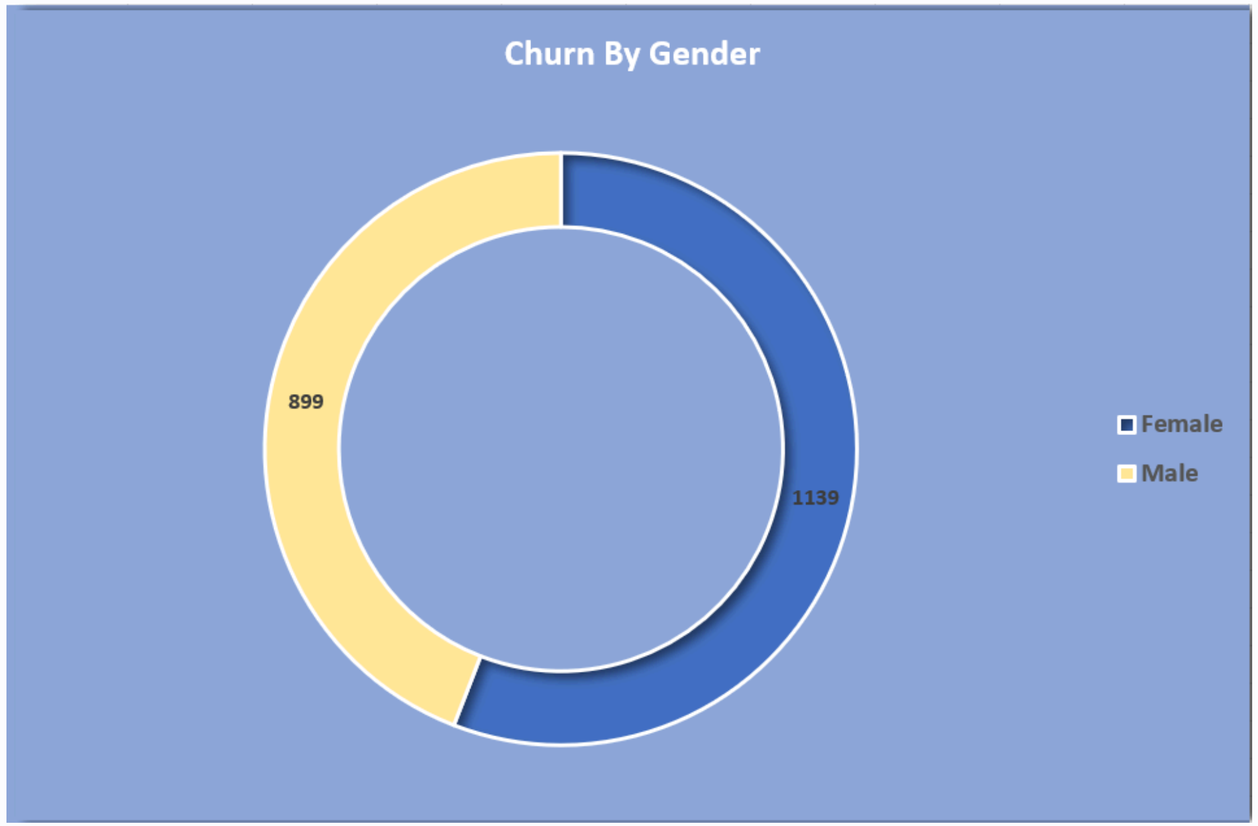
| Age | Churn |
|---|---|
| 15-24 | 40 |
| 25-34 | 250 |
| 35-44 | 704 |
| 45-54 | 702 |
| 55-64 | 299 |
| 65-74 | 42 |
| 75-84 | 1 |
| 85-94 | 0 |
| **Grand Total** | **2038** |

| Count of CustomerId |
|---|
| 10000 |

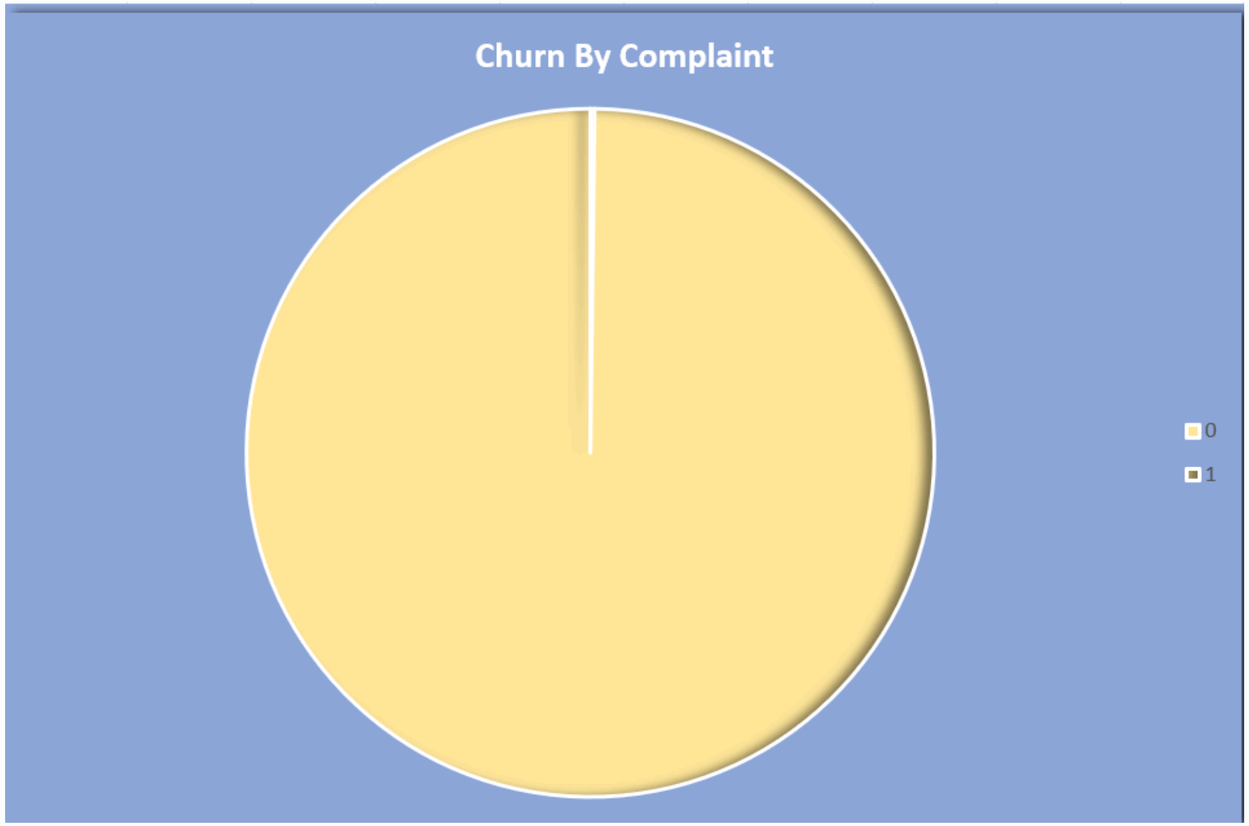
| Total Churn |
|---|
| 2038 |

| Average Salary of Customers |
|---|
| 100090.2399 |

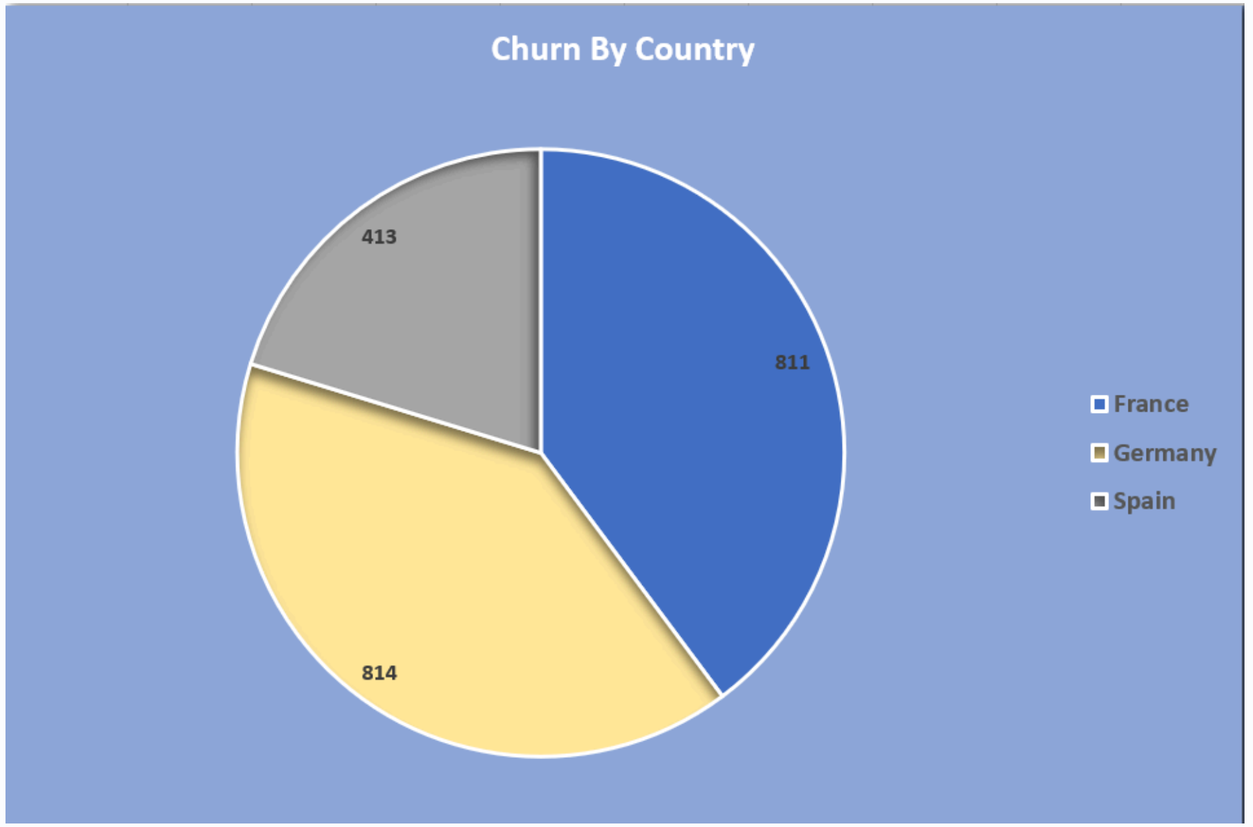
# Churn By Gender



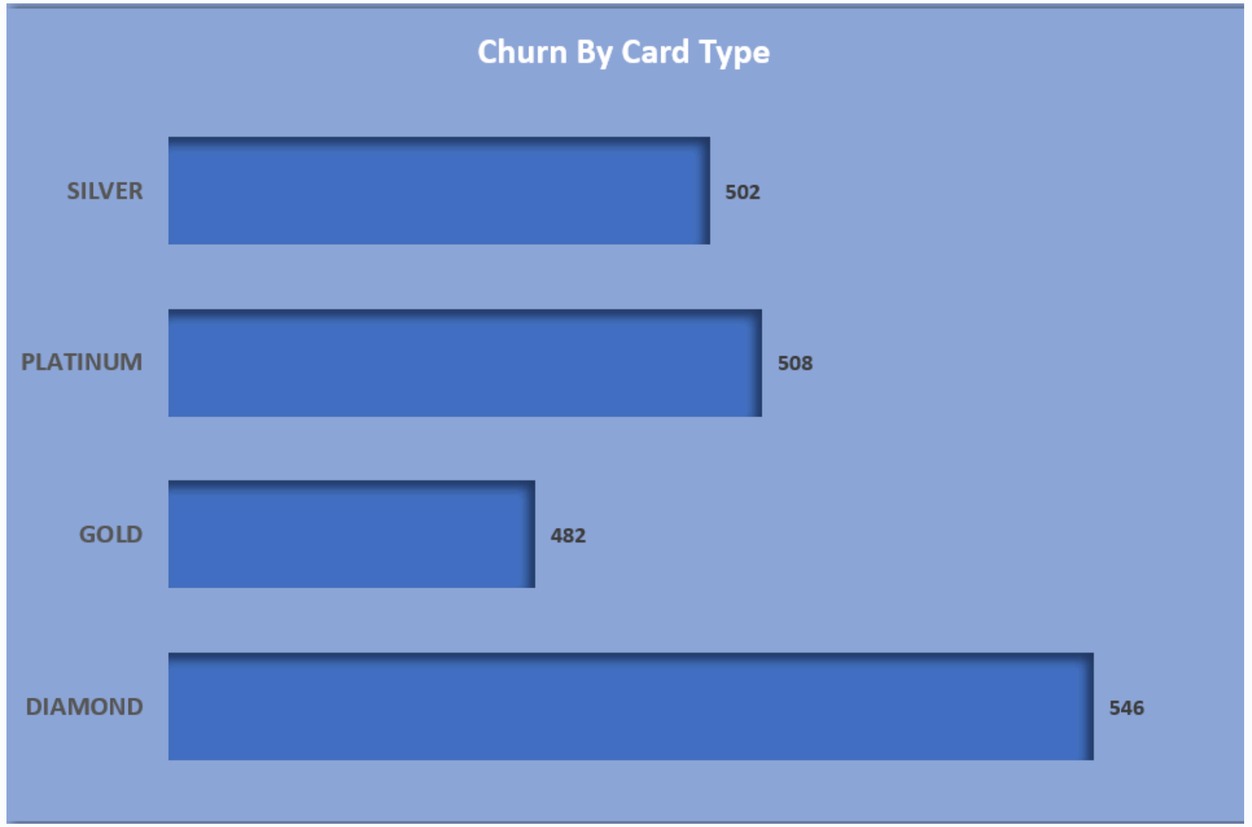
# Churn By Complaint



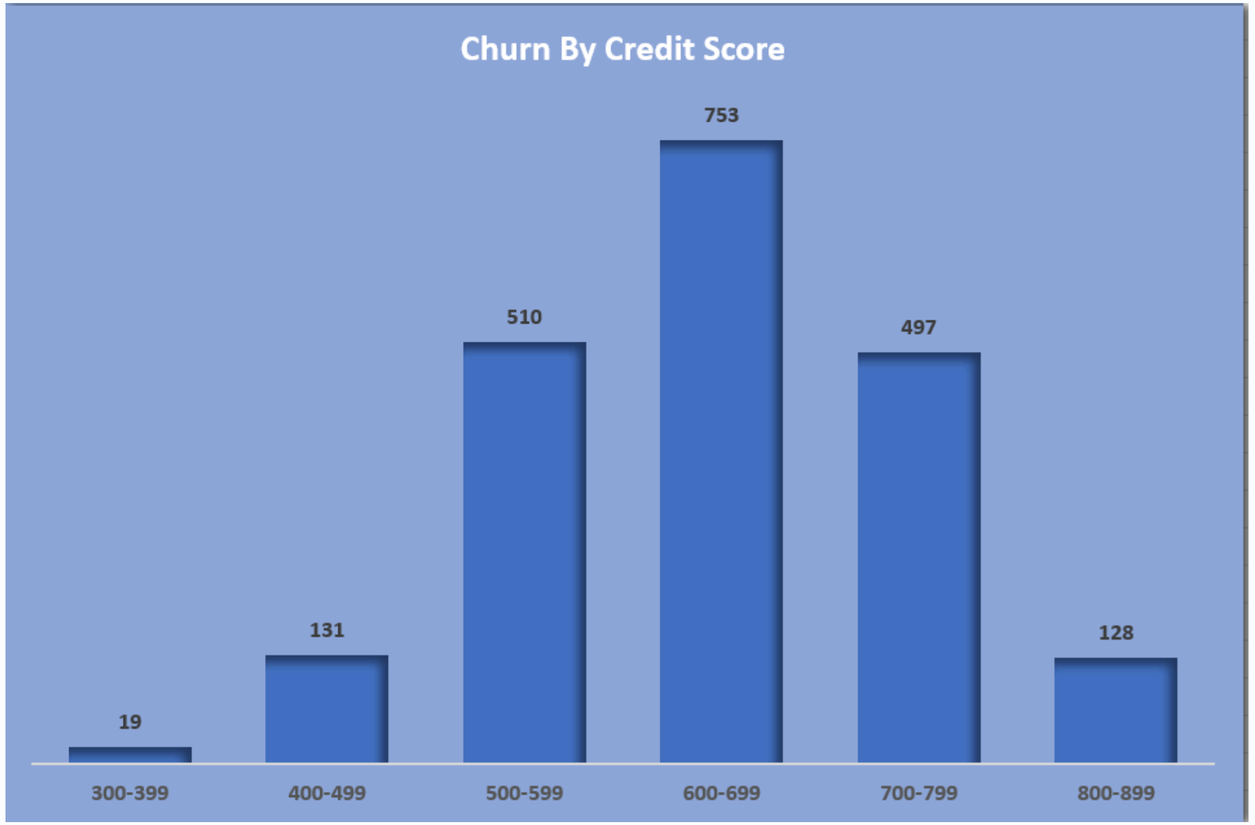
# Churn By Country



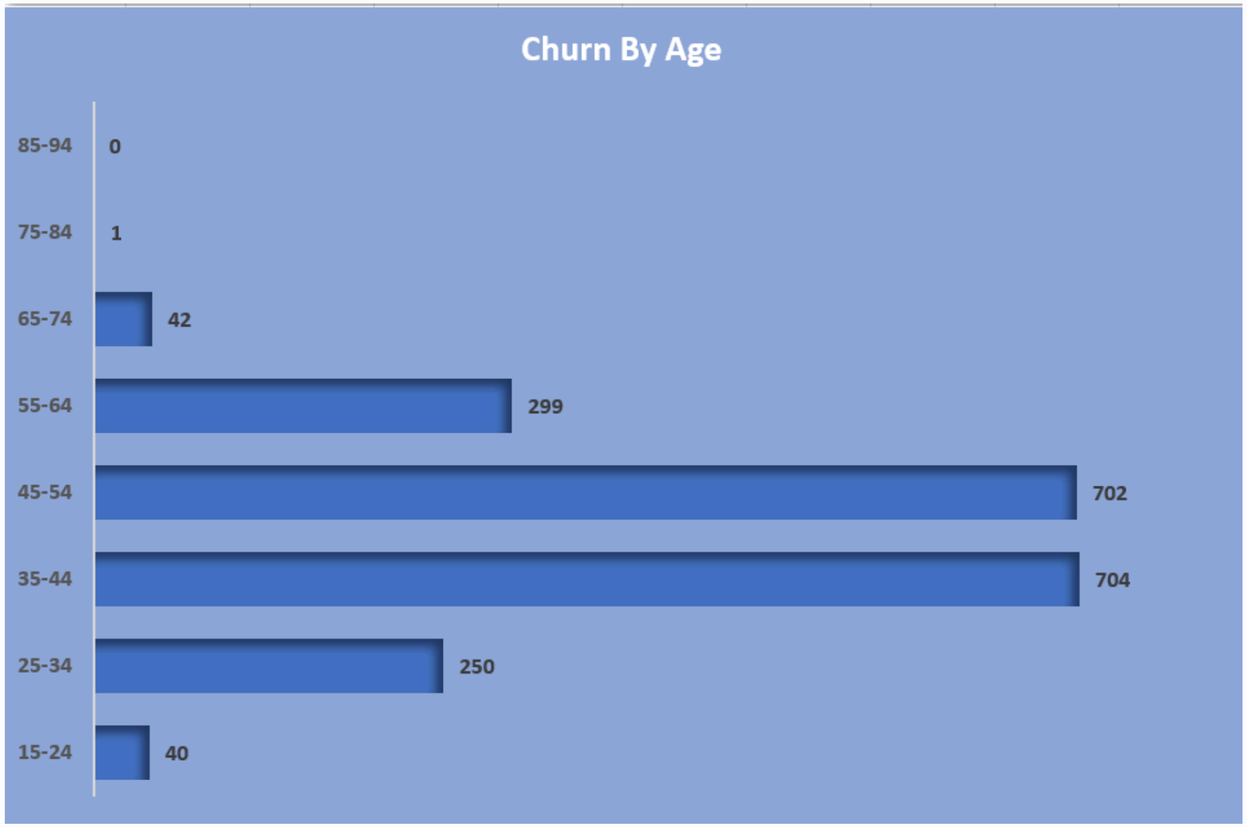
# Churn By Card Type



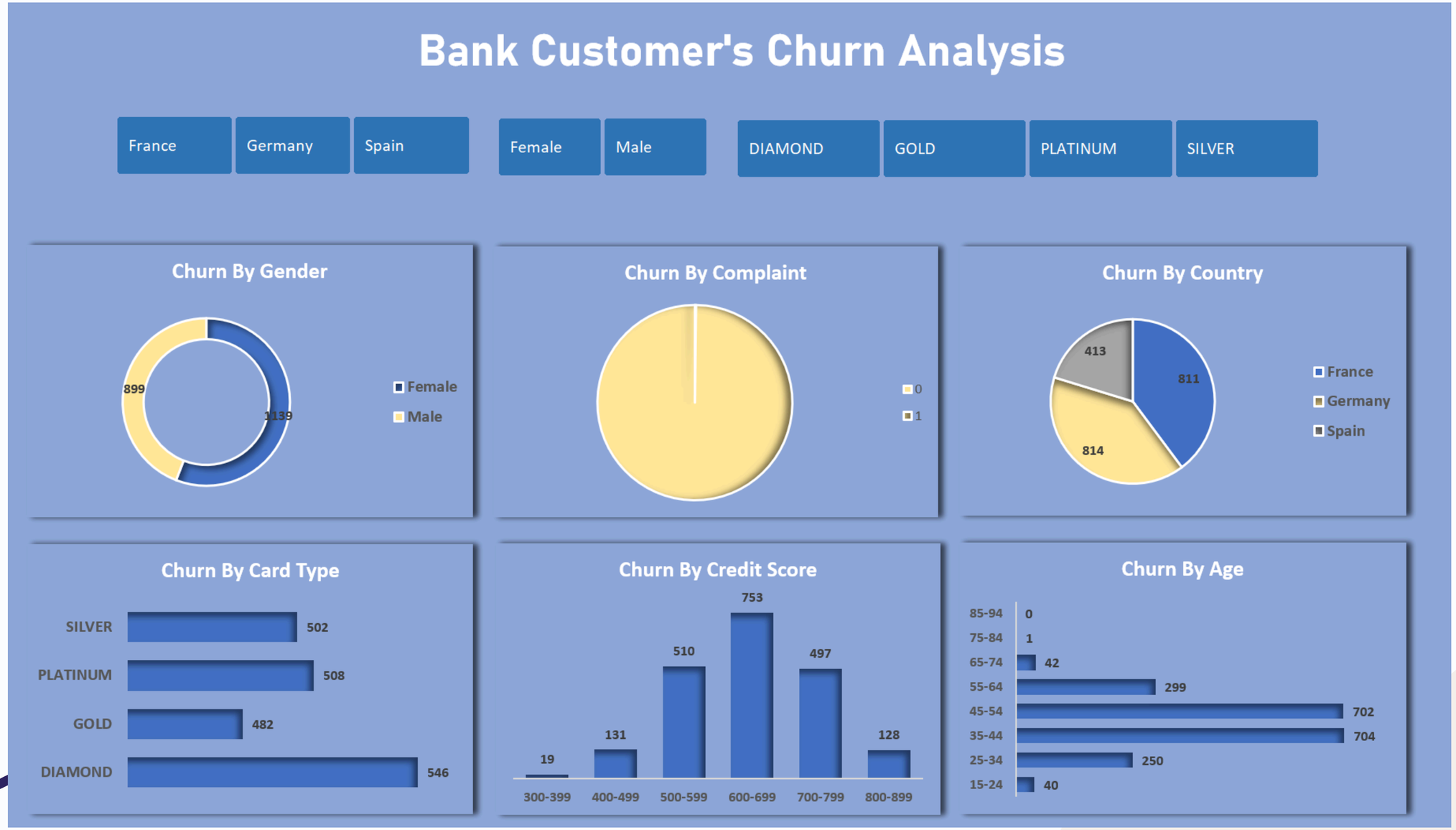
# Churn By Credit Score



# Churn By Age


Churn By Age
85-94
0
75-84
1
65-74
42
55-64
299
45-54
702
35-44
704
25-34
250
15-24
40

# Dashboard


Bank Customer's Churn Analysis
France
Germany
Spain
Female
Male
DIAMOND
GOLD
PLATINUM
SILVER
Churn By Gender
899
1139
Female
Male
Churn By Complaint
0
1
Churn By Country
413
811
814
France
Germany
Spain
Churn By Card Type
SILVER
502
PLATINUM
508
GOLD
482
DIAMOND
546
Churn By Credit Score
19
131
510
753
497
128
300-399
400-499
500-599
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Churn By Age
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# Conclusion

This project successfully analyzed bank customer churn data to identify key factors influencing customer retention and attrition. Using Excel, an interactive dashboard was created to visualize important metrics such as churn rate, customer demographics, transaction behavior, and engagement levels. The analysis revealed patterns and trends that help predict potential churn, allowing the bank to take proactive measures to improve customer satisfaction and loyalty. Overall, the project demonstrates how data-driven insights can enhance decision-making, reduce customer churn, and strengthen customer relationships in the banking sector.

# Thank You

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